



Video PSA: *Perfect Soldiers* by Gabriel Cortez

Harnessing Youth Voices to Change the Diabetes Conversation

The Bigger Picture Campaign

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Center for Vulnerable Populations
at San Francisco General Hospital and Trauma Center



The Bigger Picture is a collaboration between the University of California, San Francisco Center for Vulnerable Populations at San Francisco General Hospital and Trauma Center and Youth Speaks. Support has been provided by The UCSF Diabetes Family Fund for Innovative Patient Care, Education and Scientific Discovery, the National Institute On Minority Health And Health Disparities of the National Institutes of Health under Award Number P60MD006902, Shape Up San Francisco, Metta Fund and AT&T through the San Francisco General Hospital Foundation. Additional funding provided by the S.D. Bechtel, Jr. Foundation, the Stephen Bechtel Fund and The California Endowment. The content does not necessarily reflect the views of the sponsor organizations.

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Raise Your Voice and Join the Conversation about Diabetes. Take a Look at The Bigger Picture.



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10 YEARS AGO, ONLY
1 IN 11 HAD PRE-
DIABETES

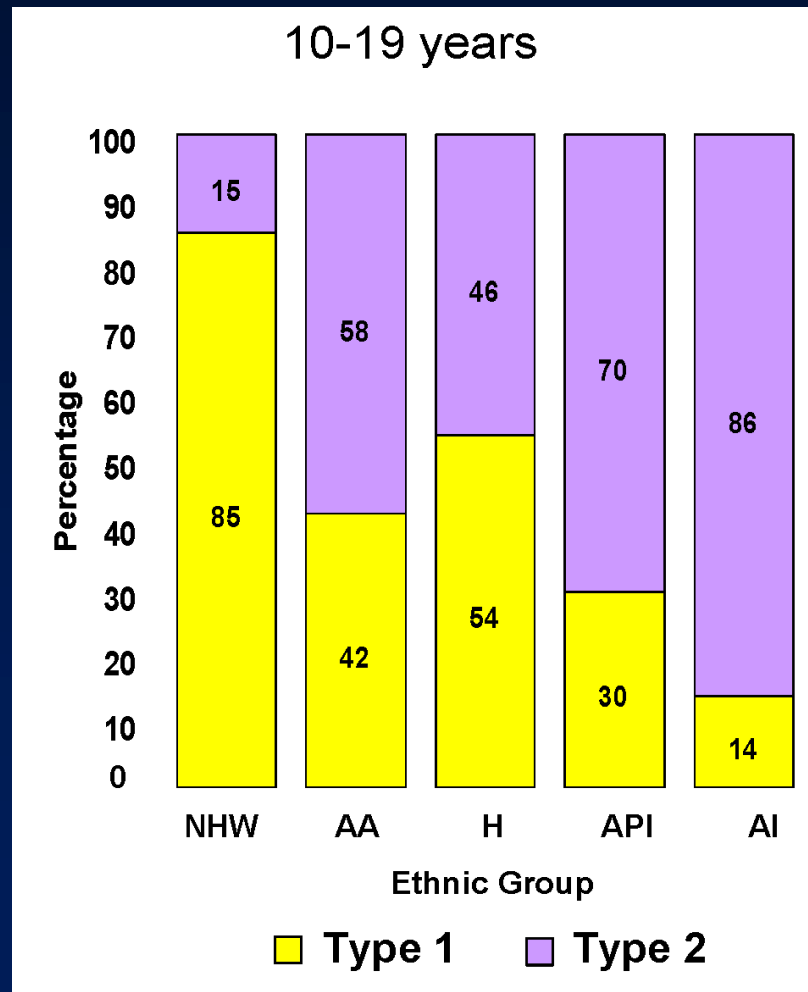
NEARLY
**ONE IN
FOUR**
YOUTH
AGES
12-19

HAVE PRE-DIABETES

- AND **50%** OF THESE YOUTH ARE AT GREATER RISK OF -
DEVELOPING FULL - BLOWN DIABETES WITHIN 5 YEARS.

Pediatrics 2012

Among Youth of Color, Type 2 Diabetes is now Dominant Form





50% OF AFRICAN AMERICAN YOUTH & 33% OF LATINO YOUTH
**WILL CONTRACT TYPE 2 DIABETES
IN THEIR LIFETIME**

*25% of white youth

Source: CDC JAMA 2003



Video PSA: *Death Recipe* by Erica Sheppard McMath

How Project Began and is Sustained

- | Serendipity and Harnessing Community Network
- | Attended “FriendRaiser” at Youth Speaks and was inspired
- | Seed Funding from CA DPH
- | Curated poet workshop→ 3 poems and video PSAs
- | Garnered additional funds via foundations, NIH

Bigger Picture Model

- | Marriage of the Arts and Science to create compelling content that engages the younger generation in the fight against the social drivers of diabetes epidemic
- | Train young minority poets via curated workshops
- | Poets create content
- | Videographer collaborates to create compelling video PSA content
- | Content disseminated via high school assemblies, social media, earned media and stakeholder events

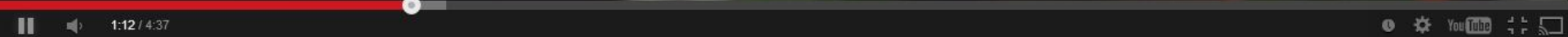
Bigger Picture Content

- | 18 English and 2 Spanish video PSAs
- | Spanish and English website
- | Social media
- | Educators Toolkit and Workbook
- | School visit presentation
- | English and Spanish marketing materials
- | Bigger Picture DVD



Live Performance: *Lost in Translation* by Yosimar Reyes

"PRODUCT OF HIS ENVIRONMENT" - Joshua Merchant (The Bigger Picture Project)



Video PSA: *A Product of His Environment* by Joshua Merchant

High School Visit Program

| Assemblies:

- » 15 minority-serving public high schools
- » 1-hour program
- » Poet performances and video PSAs

| Domains included in assembly program:

- » Basics about type 2 diabetes
- » Statistics outlining social-contextual determinants
- » Resources/examples for community and policy action

| Writing workshops:

- » 1- hour program, students write responses to assembly presentation

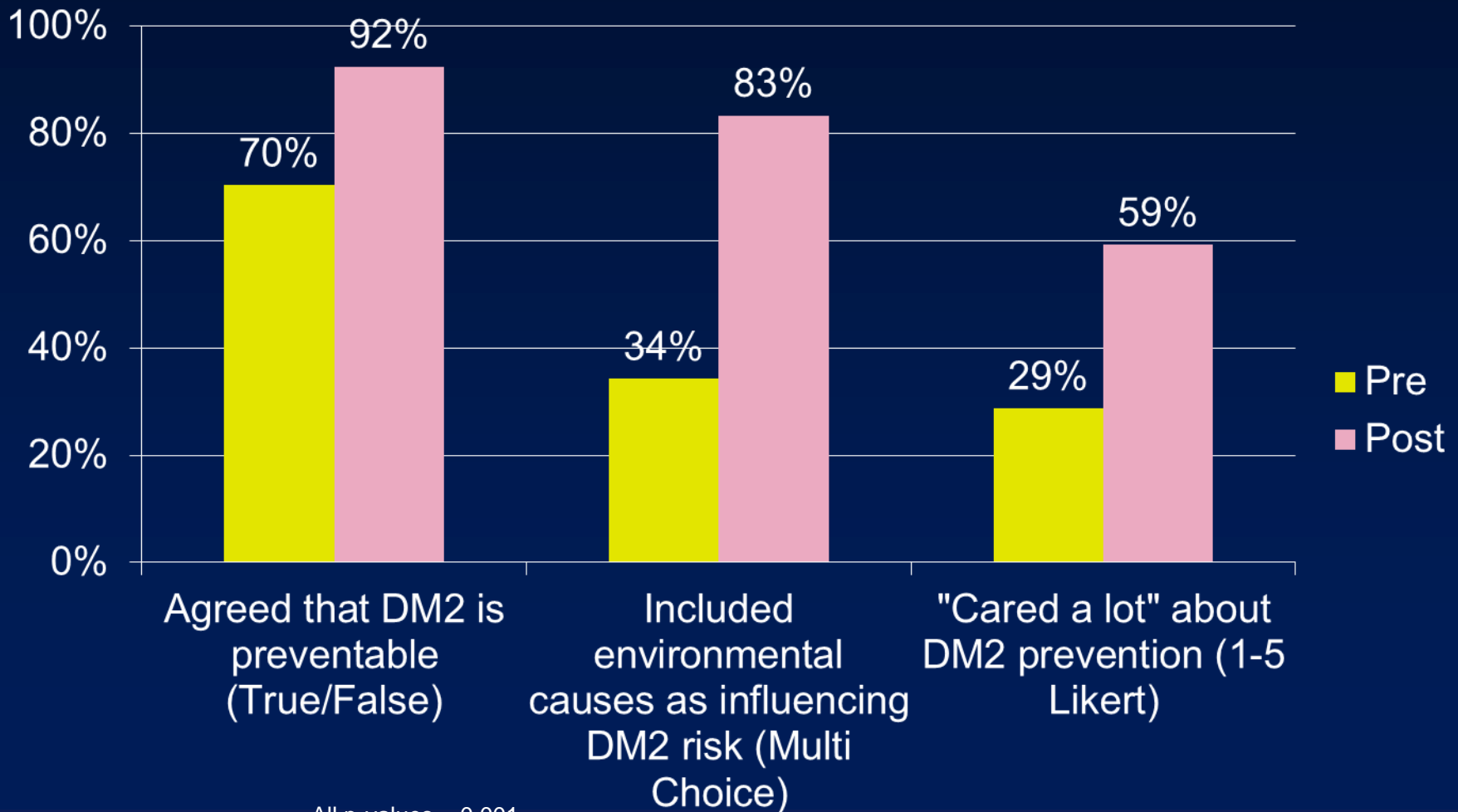
High Levels of Reach

- >2,500 high school students from 15 public Bay Area schools
- >1,000 health, education and community stakeholders (IOM, National Soda Summit)
- >300,000 hits on campaign website (www.biggerpicture.org)
- Twitter – 533 followers; Facebook – 958 likes
- Scaled The Bigger Picture model to Richmond and Stockton

Effectiveness:

Most agree DM is preventable; but now they list environmental factors as causative, and are more engaged

Pre/post student assembly results (n=885)



Adoption

- 3 California Counties have adopted TBP Campaign for their obesity and diabetes prevention initiatives
 - San Francisco Department of Public Health Shape Up SF
 - Alameda County Public Health Department Nutrition Services Program
 - Sonoma County Department of Health Services
- Invited to present to IOM in 2013; IOM Policy Roundtable Report on Public Health Literacy
- Presented at CSPI National Soda Summit 2014
- APHA Spirit of 1848 Award for Best Social Justice Film; Farm Food Film Festival 2013
- Projected to be in Michael Pollan documentary *In Defense of Food*



Live Performance: *A Taste of Home* by Monica Mendoza

Next Steps

- Package and expand poet workshop & school/community visit program;
- Scale model statewide, then nationally;
- Extend to other groups and languages;
- Enhance and evaluate the digital platform;
- Establish partnerships to increase impact, widely deploy videos and include youth voices in public health discourse.



Video PSA: *Chocolate Smile* by Marje Kilpatrick

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